



# Five Sense to The \$Dollar

The Power of Multi-Sensory Merchandising & In-Store Media



# Five Sense to The \$Dollar

## The Power of Multi-Sensory Merchandising & In-Store Media

- Up to 92% of why we buy is either sub-conscious or unconscious
- Shopper articulation of behaviour lacks correlation to observed behaviour
- Physiological conditioners & sub-conscious triggers affect purchase
- Not consciously recognised by shoppers, not mentioned as an influencer
- Not mentioned, many retailers fail to focus on it

Peter Williams - Former CEO Selfridges



# Five Sense to The \$Dollar

## The Power of Multi-Sensory Merchandising & In-Store Media

- The power of multi-sensory merchandising technique is not new



see



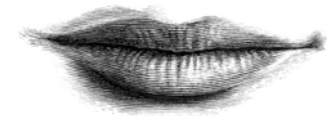
hear



smell



feel



taste





*The first known coins were  
Lydian coins found in  
Asia-Minor circa 870BC*





# Five Sense to The \$Dollar

## The Power of Multi-Sensory Merchandising & In-Store Media

- 3,000 years ago - The marketplace - Lydia (Asia Minor)
- 1855 - Le Bon Marche Paris
- 1903 - Helena Rubenstein Melbourne
- 21st Century - The science of world's best practice
- Five Senses - sight, sound, smell, touch, taste

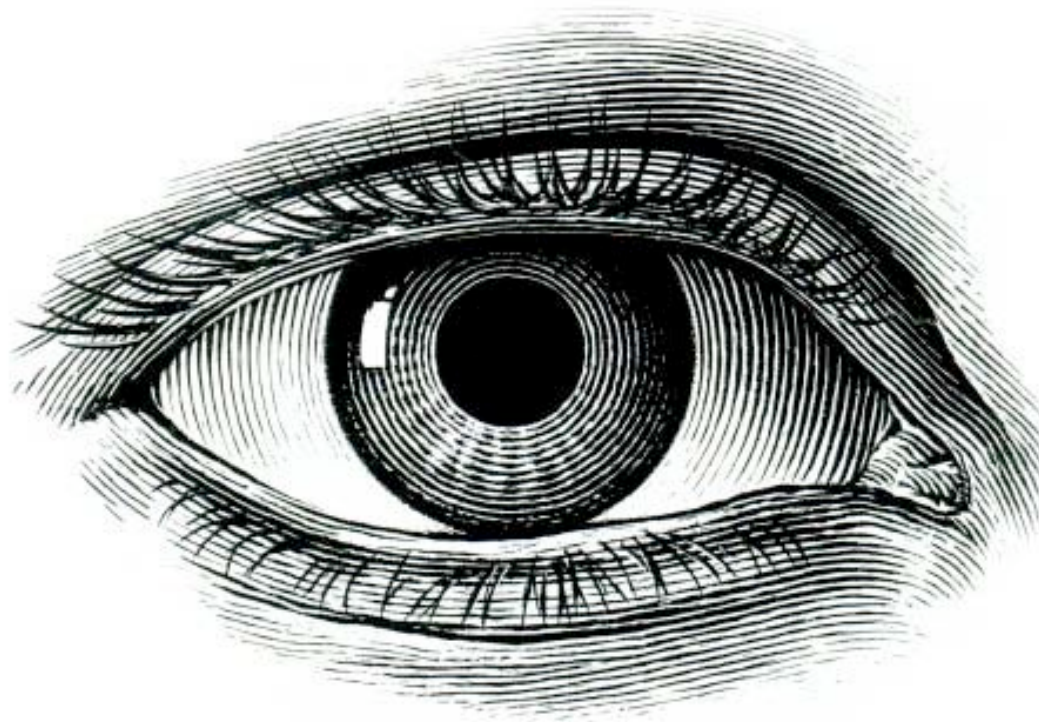






# The Eyes

Love at First Sight







# The Eyes

## Love at First Sight

- The most powerful of all senses for retail
- 70% of all information is processed through the eyes
- Nano-second attention spans - first impressions count
- Usually the first sense to engage
- Register an impression from over 30 metres away
- Radar Eyes - the early warning system



# The Eyes

## Love at First Sight

- Customers attracted or repelled by the image you project
- “Beauty is skin deep”
- Shopping speed - 5 km an hour, 1.5 sec visual recognition timeframe
- Never been more aesthetically sophisticated
- Never had a more highly “polluted” visual landscape
- You better be gob-smackingly attractive



# The Eyes

## Love at First Sight

- Use media from couch to cash-register
- Visual mnemonics & seduction cues
- In busy, noisy, cluttered shopping environments:
  - bright, clean, single-minded statements
  - beautifully spot lit
  - draw attention to you
  - seduce to the store/shelf/cash register



McDonalds - Sydney





McDonalds - Chicago



# GALERIES LAFAYETTE

FÊTE DES MÈRES DIMANCHE 29 MAI



Galleries Lafayette - Paris France





Eaton Centre - Montreal



LOUIS VUITTON



Opening  
early 2004

Please visit our  
current locations

116 Greene Street - Soho  
703 Fifth Avenue at 55th St.

LOUIS VUITTON



Opening early 2004

Please visit our current locations

116 Greene Street - Soho  
703 Fifth Avenue at 55th St.

Louis Vuitton - New York





Louis Vuitton - Paris





Louis Vuitton - New York



# ALDERS

## home



THE CARE  
LIVING  
GIVING

Alders @ Home - London





Allders @ Home - London



## SLEEPING

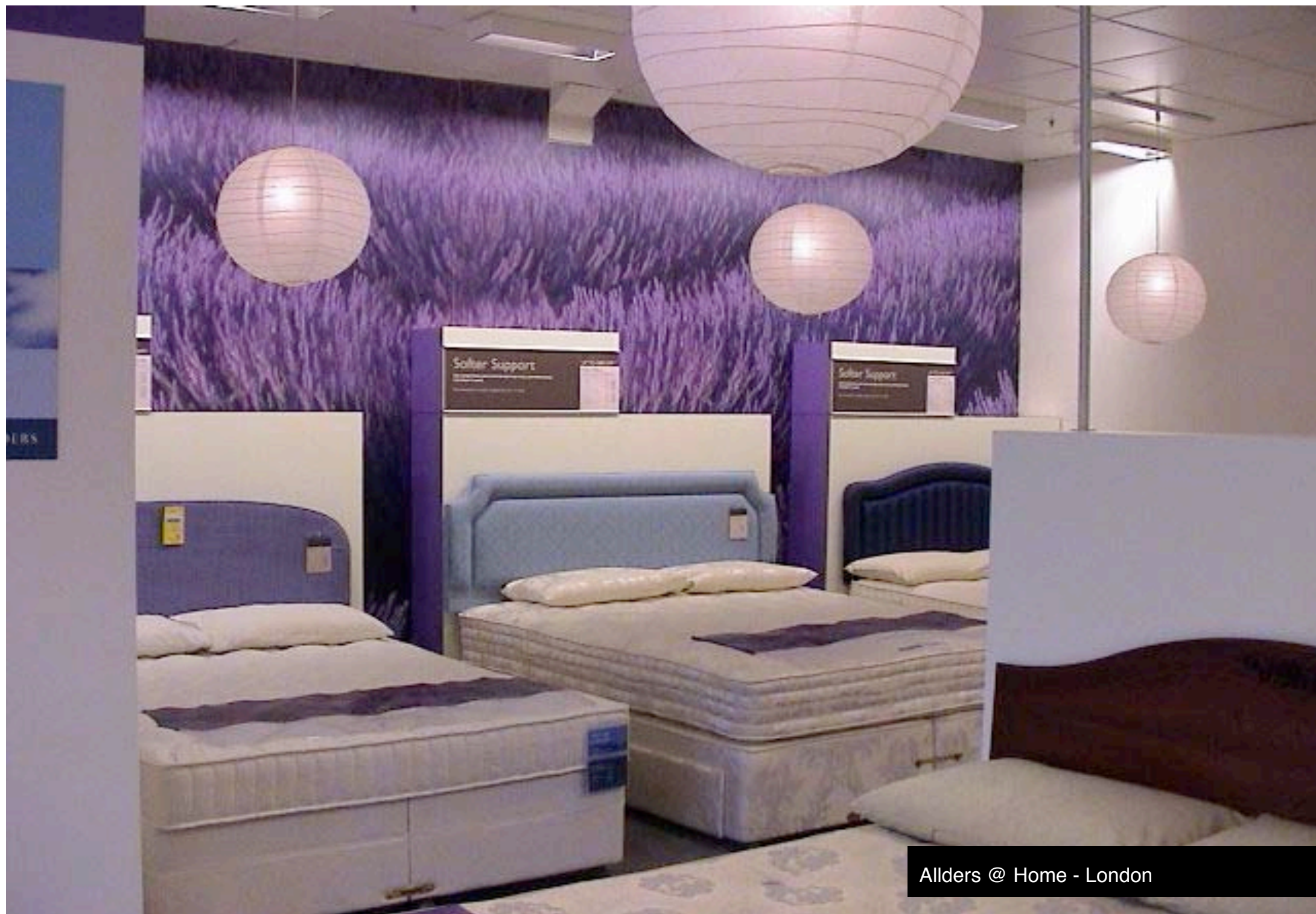
BEDLINEN

QUILTS

PILLOWS

BEDS





Allders @ Home - London





# The Eyes

## Love at First Sight

- The “pick up”
- Trying to attract a new partner in a crowded bar
- Selecting exactly the right outfit
- Groom yourself to perfection
- Sit in exactly the right spot in all your seductive splendour
- You are the bait and the prize



# The Eyes

Love at First Sight

- The eyes are so important in retail
- They work at so many levels & so many distances
- Optical recognition & visual comprehension



# The Ears

I Hear You





# The Ears

## I Hear You

- These tiny apertures are direct openings to the brain
- Register sudden noise causing instant focus
- Sound physiologically changes mood & comprehension
- Different accents, different paces, different volume, different force
- Shoppers can pre-programmed to register triggers
- Everyone knows what a siren sounds like & means



# The Ears

## I Hear You

- Bulgarians super-learning techniques - 1950's and 60's
- Bach's Goldberg Variations - relax the body & engage the brain
- Great jingles become part of popular culture
- Audio mnemonics can trigger behaviour in precinct/store or alter mood
- Great retail brands understand the power of audio branding
- Selfridges sound-scapes





MOSCHINO

bodycraze

MOSCHINO

Top Volume



dditives £3.90  
£1.95



Griddle



Chili con carne  
Cheddar cheese  
Cottage cheese  
Sour cream  
Extra Fillings  
Cheese, Cottage cheese or  
sour cream  
Tuna, prawns or chili con carne

Café Latte  
Espresso  
Mocha





# THE FOOD DOCTOR™

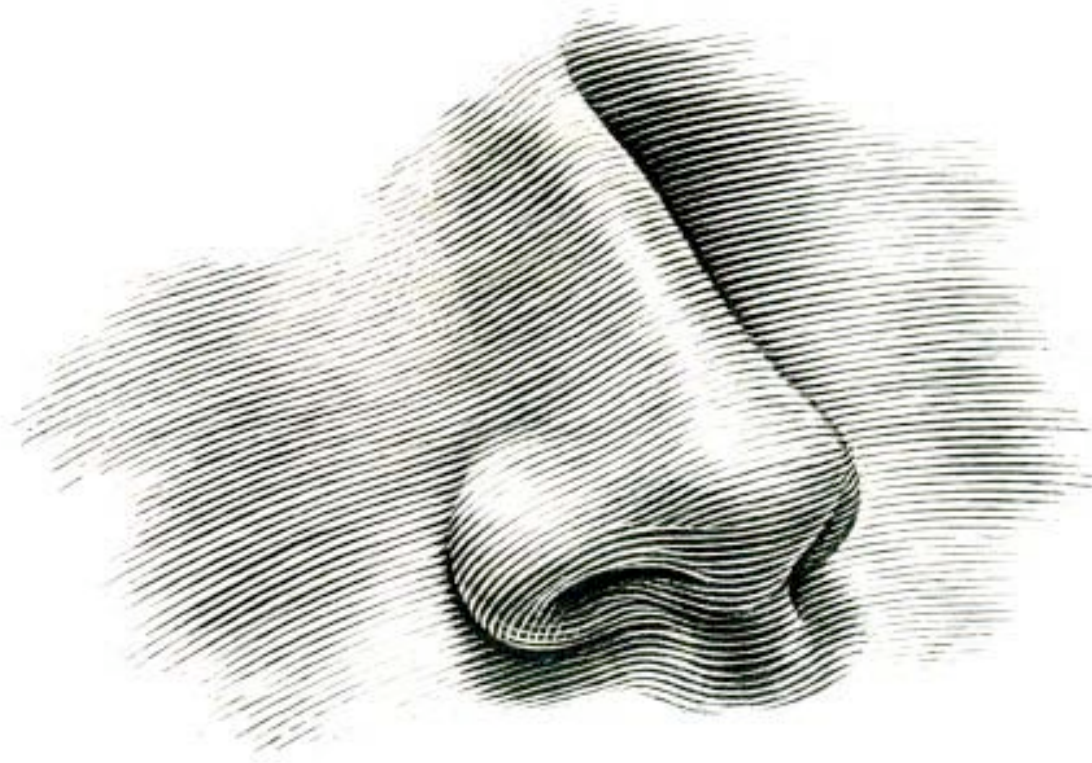
*bodycraze*

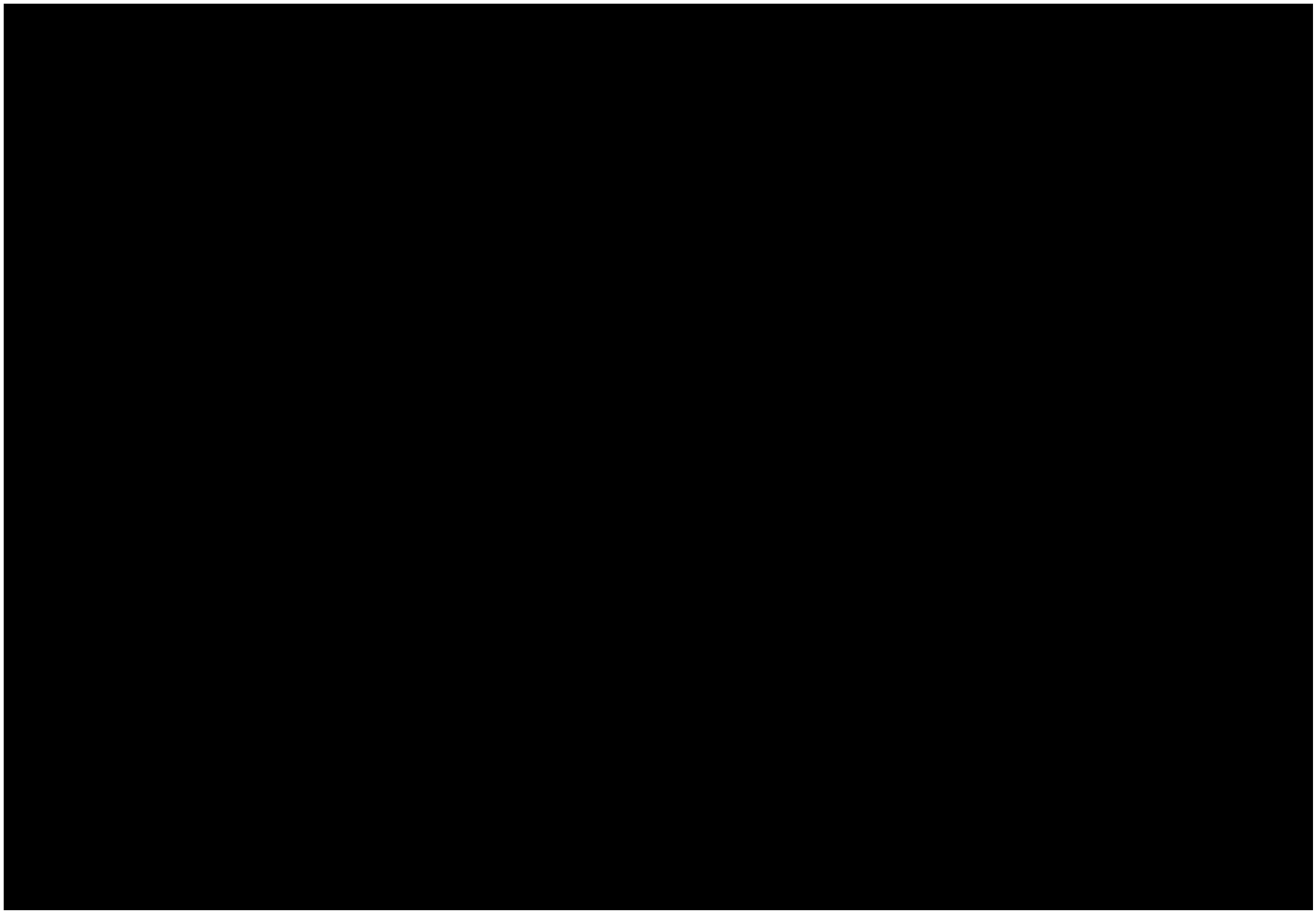




# The Nose

Intoxicating Aroma







# The Nose

## Intoxicating Aroma

- Since 1995 we've learned more about the brain than all of history
- All of the senses affect the brain
- Our intuitive & observational understanding of smell now proven
- Some smells rekindle favourite memories
- Some smells attract, others repel
- Citrus based aromas relax the body & stimulate the mind (spa)



# The Nose

## Intoxicating Aroma

- Musk based smells speed up the heart & create an amorous affect (nightclubs)
- Best practice home-wares retailers understand the link between the nose & sales
- Williams-Sonoma - USA premier homewares retailer





Williams-Sonoma - San Francisco U.S.A.





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- Ground floor of any department store in the world
- Sephora











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- Sephora
- Sensorama/Prolitec - world leader in retail aroma





# The Nose

## Intoxicating Aroma

- More than 500 aroma packages available off the shelf
- Proprietary branded scent for leading retailers, hotels, airlines etc
- Aroma proven to heighten experience & productivity from space



# The Skin

Feels Good





# The Skin

## Feels Good

- The largest organ is a sensitive beast
- Sense potential touch before it actually occurs
- Reacts differently to smooth or rough, hot or cold, slow or fast
- Les Ailes de la Mode sold bikinis in -40 degree temperatures in winter





# The Skin

## Feels Good

- 21 degrees promotes alertness, >25 lethargy , <19 movement
- Cosmetics retailers find a way to use the tactility of touch
- Apparel retailers make sure you can feel the garment
- Virgin Atlantic offers massages as part of the service in Upper Class
- Paco Underhill's "bum brush" test



# The Skin

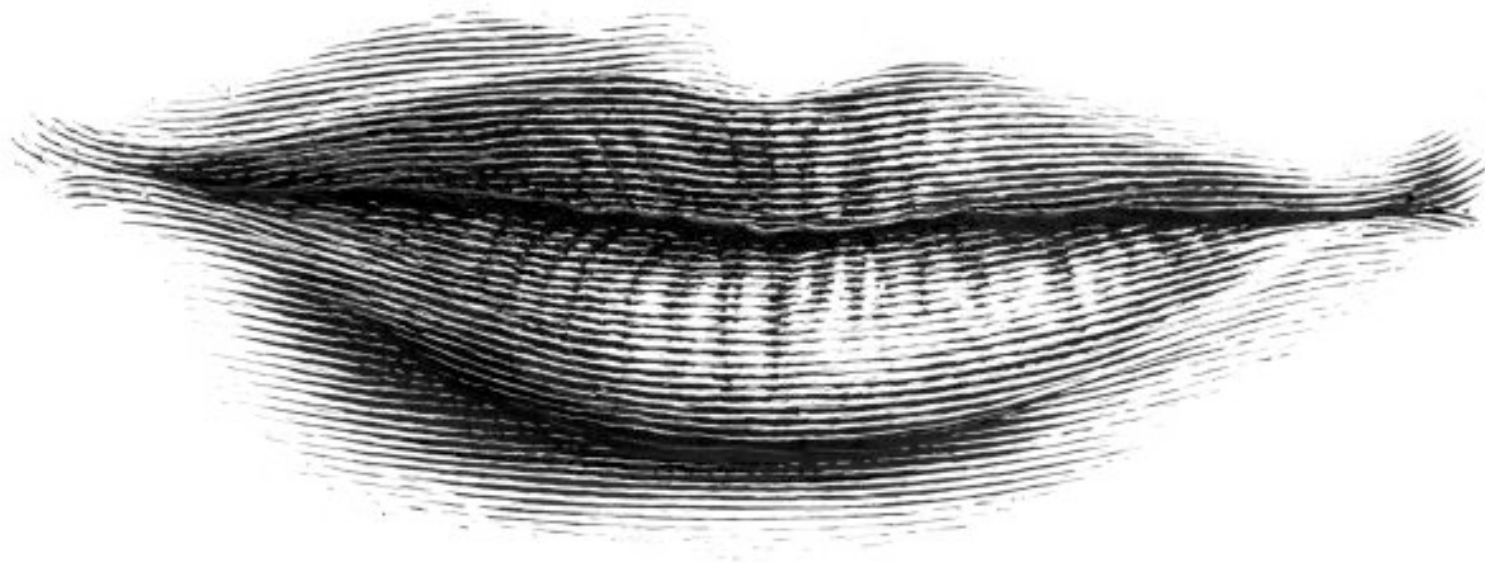
## Feels Good

- Magazine advertising attests to the power of touch
- Matt cello versus UV gloss
- Skin feels can affect:
  - the length of stay
  - your ability to concentrate
  - your experience & memory of the store or brand
  - whether you buy at all



# The Palette

Tastes Divine







# The Palette

## Tastes Divine

- Historically limited mainly to food & drink retailers
- Increasingly more retailers finding the palate an important branding element
- A stimulation to shop
- La Belle Hortense book shop & wine bar in Paris



# LA BELLE HORTENSE

CAVE LIBRAIRIE BAR LITTERAIRE

**CAVE VENTE À EMPORTER**  
www.caféme.com

Morvan 2002 - 36  
Giles de Rigne 2001 - E. Giger 74  
Gautier 2001 - Don. CHESSE 111  
Gautier 2001 - Don. du Roi du Bois 5

Grands vins E. GIGER  
pour info : www.caféme.com

LA NOUVE  
LA MANDARINE } 180€  
LA TROQUE

8 Juin - 20h30. Signature  
"Une Odette humaine" Esther THERIAULT

10 Juin - 19h. L'annuaire  
Expo de peintures - BILLY MARCEL

15 Juin - 19h. Lecture et Signature  
"Mélodie" Eugène GIGER

22 Juin - 19h. Signature Simon BOMAL  
"Le livre de Bismarck et d'AL. VASSILAKIS"

29 Juin - 19h. Signature  
"Le monde d'Al. MEGOURI"

30 Juin - 19h. Vernissage  
Aquarelles "Autour du monde"  
Gall. L'ART. 55000

Salle au fond  
Avec - France  
Au smoking room  
in the back







VINO DU MOIS

ALTOZANO

Cépage: Tempranillo  
Cabernet Sauvignon

Vente à EMPIRE 7€

Sur PLACE

la Vigne 3€

la Boite 15€





# The Palette

## Tastes Divine

- Book retailers worldwide have installed cafes
- Giorgio Armani's Emporio Armani Café
- Smart apparel retailers tempt the taste buds
- Even if it is only a lolly for the kids or the BBQ at Bunnings
- If time matters, showing signs of caring include the palette & refreshments
- The style & flavour of the titillation of the taste buds speaks to your brand personality



# In Summary











→ Marco Polo Canal → 1514-1515  
San Luca Canal → 1516-1517  
→ 1518-1519 → 1520-1521













# Five Sense to The \$Dollar

## The Power of Multi-Sensory Merchandising & In-Store Media

- Multi-sensory merchandising & sensory branding separates best practice from good
- It is a science
- It can be unique to your store or brand
- The elements are powerful mnemonics
- They must be imprinted from distant to close - the couch to the cash register
- They create sub-conscious & unconscious behavioural stimulation



# Five Sense to The \$Dollar

## The Power of Multi-Sensory Merchandising & In-Store Media

- Suggestion, memory reinforcement & retrieval
- Should be part of all brand DNA
- Physiological conditioning should be a part of every retail environment
- An important driver of productive outcomes for your business
- Multi-sensory merchandising is accessible, affordable, practical & profitable
- And you can do something about it now





# Thank you for your time today.